

Literature review of research on ice snow sports characteristic town in Cangmashan scenic spot of Qingdao

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Abstract: *by using the methods of literature, logical analysis and comparison, this paper classifies and summarizes the Tibetan horse mountain scenic spot in Qingdao, and points out the existing problems and realization paths in the process of developing the characteristic town of ice and snow sports in the Tibetan horse mountain scenic spot in Qingdao. There is no reasonable understanding of the existing problems, and the proposed measures and development countermeasures are not targeted enough. It needs to be further deepened and systematized.*

Keywords: *Ice and snow sports; Development; Literature review*

1. Introduction

In order to implement the national new urbanization strategy and accelerate the development of small and medium-sized cities and small towns with characteristics put forward in the outline of the 13th five year plan, in February 2016, the central government issued several opinions on further promoting the construction of new urbanization, in July 2016, the Ministry of housing and urban rural development and other three ministries and commissions issued the notice on developing the cultivation of small towns with characteristics, and the national development and Reform Commission issued the notice on developing thousands of enterprises and thousands of towns. The spirit of a series of documents, such as "Engineering", is more oriented towards the "one belt and one way" strategic partner city, actively improving the regional economic cooperation and investment and financing service system, and actively building a platform for cross-border investment, trade and international cooperation and exchanges, and strive to build and build a "low cost, convenient, all factor and open" inclusive tourism space, science and Technology Industrial Park and cultural tourism purposes. To promote the investment, development and construction of characteristic small towns and key industrial parks. On November 2, 2016, the General Administration of sport of the people's Republic of China issued three documents successively, i.e. the ice and snow sports development plan (2016-2025) and the National Ice and snow venue facilities construction plan (2016-2022). In September 2018, the General Administration of sport issued two outlines and three plans, including the implementation outline of "driving 300 million people to participate in ice and snow sports" (2018-2022).

Most scholars define the town by referring to the concepts related to the town. For example, Zhang Qinghua and song Nianchun define the town with sports characteristics as a specific area that relies on certain advantages of sports tourism resources and characteristics of sports industry to realize the enterprise as the main body; the government guides, serves and the public participates in the operation mode^[1], and Chen Lei, Chen Yuanxin and Zhang Qiang are defined by the people's Government of Zhejiang Province. 《The guiding opinions on speeding up the planning and construction of characteristic towns define the sports characteristic town as a collective with clear industrial positioning and cultural connotation, focusing on culture, tourism, entertainment and other functions^[2]. According to Chen Liangan and Zhou Taoxia (2016) in Statistical Monitoring Indicator System and Working Mechanism Design for the Planning and Construction of Characteristic Towns in Zhejiang Province, Yang Cuilan pointed out that "characteristic towns are spatial carriers with clear industrial positioning, cultural connotation, tourism function and community characteristics"^[3]. Most of the authors don't have a clear definition of sports characteristic town, the concept is not clear, sports characteristic town is the new "Darling" under the current national conditions, which is one of the

reasons, and the related theoretical research is not much.

The author defines "sports characteristic town" as: sports characteristic town is a spatial area and development platform with sports, health, tourism, leisure, pension, culture, livability and other functions superimposed on the theme and characteristics of sports health; it is a local resource advantage, following the policies of the Fifth Plenary Session of the 18th CPC Central Committee, with the development of sports industry as the core, to help the new We will promote the implementation of poverty alleviation through the construction of sports bases, sports and leisure facilities, and the holding of sports events and other organizational forms to attract tourists to form a variety of activities such as ornamental and personal experience.

2. Snow and ice sports related research

2.1 Research on the origin of ice and snow sports

Research on the origin of skiing Cui Lequan and Zhang Hongxia explained the evolution process from traditional ice and snow to modern ice and snow in "from traditional ice and snow to Winter Olympic Culture: cultural dialogue across time and space". China's skiing history can be traced back to 10000 years ago. It is reflected in the literature that before the Ming Dynasty, the ice activities were mostly based on production and life. Due to the attention of the Qing Dynasty, there were various and prosperous landscapes of folk and royal ice activities in the Qing Dynasty, marking the climax of ancient ice sports in China ^[4]. "Skiing" is interpreted in the dictionary of modern Chinese as "skiing with feet on skis and hands on ski poles". The "activity" is interpreted as "the action taken to achieve a certain purpose". Therefore, "skiing activity" can be understood as: "in order to achieve a certain purpose, the activity of wearing skis with feet, supporting ski fights with hands, and sliding on the snow. Skiing therefore has a wide meaning, that is to say, it refers to all the production and living activities that the ancient northern ethnic groups engaged in by using skis.

Research on the origin of ice motion Li Nan and Hou Guangqing think that in ancient China, Bingxi was the general term of water sports. This paper points out that Bingxi developed rapidly in military training and entertainment performance during the Qianlong period of the Qing Dynasty, which made it a "national custom". Bingxi is divided into three main characteristics: racing, military and entertainment ^[4]. Cui Lequan and Zhang Hongxia explain the traditional and modern ice and snow sports. The process of evolution. The history of skiing in China can be traced back to 10000 years ago. It is reflected in the literature that the content of skiing was first described in the book of Shanhaijing and haineiing written in the Warring States period. At the beginning of Sui and Tang Dynasties, there were many documents related to skiing among all ethnic groups in Northern China, such as the book of Sui and the general examination of documents. After the Song Dynasty, the forms were more diversified ^[5].

2.2 Research on the main types of industrial forms and the methods of building sports characteristic towns

The exploration and development of sports characteristic town can be based on the integration of local sports industry and other industries, especially tourism industry. Based on the combination of employment population and leisure consumption, urban infrastructure and services, the development mode can be divided into They are as follows: (1) competitive sports town Combined with the characteristics of geographical location and site or local sports industry, build a sports featured town with single sports activities as the core industrial cluster or industrial ecological chain. This type of town has special requirements and high standards for venue conditions. However, it can create influence through individual sports activities. It often hosts large-scale events, which has strong ornamental value. At the same time, it uses the venue to develop relevant sports activities after the game. In terms of industrial spatial distribution, the core type enterprises are taken as the center, forming a layout structure of "one center, many scattered points" or "large dispersion, small concentration". The construction of industrial sports town mainly focuses on two aspects: 1. For the construction of sports industry itself, determine the direction of construction, and form a relatively perfect industrial chain; 2. For the integration of sports industry and tourism and other industries, find the right contact point, and carry out the extension of three industries, experience and consumption, that is, take sports advantage industry as the core, and selectively fully link culture, education, Health, pension, agriculture, water conservancy, forestry, general aviation and other industries extend from the

second industry to the third industry, expand consumer groups and increase industrial value. In Fang Chunni and Zhao Qingshuang's *On the Innovative Development of China's Sports Towns with Characteristics under the PPP Mode*, the innovation approaches of China's sports towns with characteristics under the PPP Mode are as follows: 1. Combination innovation of production factors; 2. Business model innovation; 3. Platform innovation^[6]. Dong Xiaoqin and Chang Le, in *Analysis of the Development Path of Sports Characteristic Towns in the Yangtze River Delta Region*, believe that sports characteristic towns in the Yangtze River Delta region should: 1. The construction of sports characteristic town industry chain, the formation of industrial form (industry chain includes supply and demand chain, value chain, enterprise chain, space chain); 2. Expand the IP effect of the event and strengthen the connection between "race and town"; 3. Accurate positioning, rational development, and give full play to "sports +"^[7]. From the perspective of Fan Bin's "rooted" theory, the construction strategy of town with sports characteristics takes cultural characteristics and historical connotation as the core, and integrates humanistic concepts into the whole process of construction of town with characteristics. 2. Promote cross-border integration of sports industries with characteristic industries as the main body in the context of supply-side structural reform. 3. The construction of sports town should highlight innovation-driven, public aspiration planning, effective governance and top-level design. 4. The construction of sports characteristic town should highlight the development framework of "dual industry", "three engines" and "three structures"^[8].

To sum up, scholars believe that sports-featured towns can not only actively respond to the support and guidance of national and local policies, but also are more conducive to urbanization, supply-side reform, macro-economy and transformation of government functions under the circumstances of responding to real demands.

3. Overview of ice and snow sports characteristic town in Cangmashan scenic spot of Qingdao

Qingdao Cangmashan scenic area is subordinate to Qingdao Longhai Group Co., Ltd. It is one of the key cultural industry projects in Shandong Province at the 6th Shandong Cultural Industry Fair. Cangma mountain is located in the south of Tibet town in the middle of Huangdao District, Qingdao City, north of douyazi reservoir and south of the ridge line of Cangma mountain^[5]. Qingdao Jiaodong International Airport, which will be put into operation in 2019, will directly arrive at Zangmashan through the south North Channel, only 40 minutes' drive. Tibet Mashan scenic spot has an average annual temperature, abundant snowfall, long snow cover time, high terrain in the north and low terrain in the south, and rich water resources.

4. Development status of ice snow sports characteristic town in Cangmashan scenic area of Qingdao

4.1 Lack of cultural heritage and orientation of main projects of ice and snow town

With the gradual arrival of a well-off society, people are increasingly pursuing spiritual prosperity, which is not limited to tourism experience. However, it is difficult for each town to achieve the integration of life, culture, construction and other aspects. Cultural connotation is the "root" of ice and snow sports characteristic town, lacking culture. The details will lead to the appearance of the town, which can't be deeply rooted. The town with ice and snow characteristics should meet the needs of the market, subdivide the positioning of the ice and snow industry, build a high standard and high-quality ice and snow sports ground, develop more "ice and snow sports + Tourism", "ice and snow sports + competition", and create a unique ice and snow town.

4.2 The value system is not perfect, and the development mode of key industries keeps pace with the times

The exploitation of natural resources and social resources in the ice and snow sports featured town of Cangmashan scenic spot in Qingdao is not deep enough, the carrier projects are not prominent enough, resulting in the imperfect value system and the unequal distribution of resources, resulting in the failure to improve the level of ice and snow sports featured Town, attracting high-end talents and high-end enterprises.

5. Suggestions on the ice snow sports characteristic town of Cangmashan scenic spot in Qingdao

5.1 Establish the main brand effect of ice and snow

The ice and snow industry should deeply tap its own value, strengthen its own advantages, learn from each other's strengths, build up its brand image, take advantage of the "hot wind" of the Winter Olympics, transform the cold sports events into "hot economy", and form the main characteristic sports + business model.

5.2 Improve the value system by relying on regional advantages

By virtue of the unique terrain and traffic advantages of Qingdao Tibetan horse mountain scenic spot, we will deeply tap natural and social resources, optimize the relevant infrastructure of the town, focus on the development of new industries, highlight the carrier projects of ice and snow industry, improve the level of the town, attract high-end talents, and provide core guarantee for the industrial development of the town.

6. Conclusions

At present, the development of ice and snow sports is still in its early stage, and there are few systematic and overall studies on the development of ice and snow sports. Regional studies cannot grasp the essence and law of the development of ice and snow sports as a whole. The government should increase the financial support for ice and snow sports projects. The theoretical basis and target state need to be solved. The 2022 Winter Olympics in China is the ice and snow sports in China, the development of ice and snow tourism has brought new opportunities for development. How to extend ice and snow sports to all regions of China for effective development, and develop the diversity of ice and snow projects, so as to open up a new situation of ice and snow sports, and constantly set off huge waves of ice and snow sports in all regions.

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